



# COMPANY PROFILE

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A Creative Marketing Agency in Uganda, Kampala

W W W . A F R O P A C M E D I A . C O M



# WELCOME TO OUR COMPANY

Established in 2020, Afro Pac Media Services is a vibrant and forward-thinking **creative digital marketing agency** located in Kampala, Uganda.

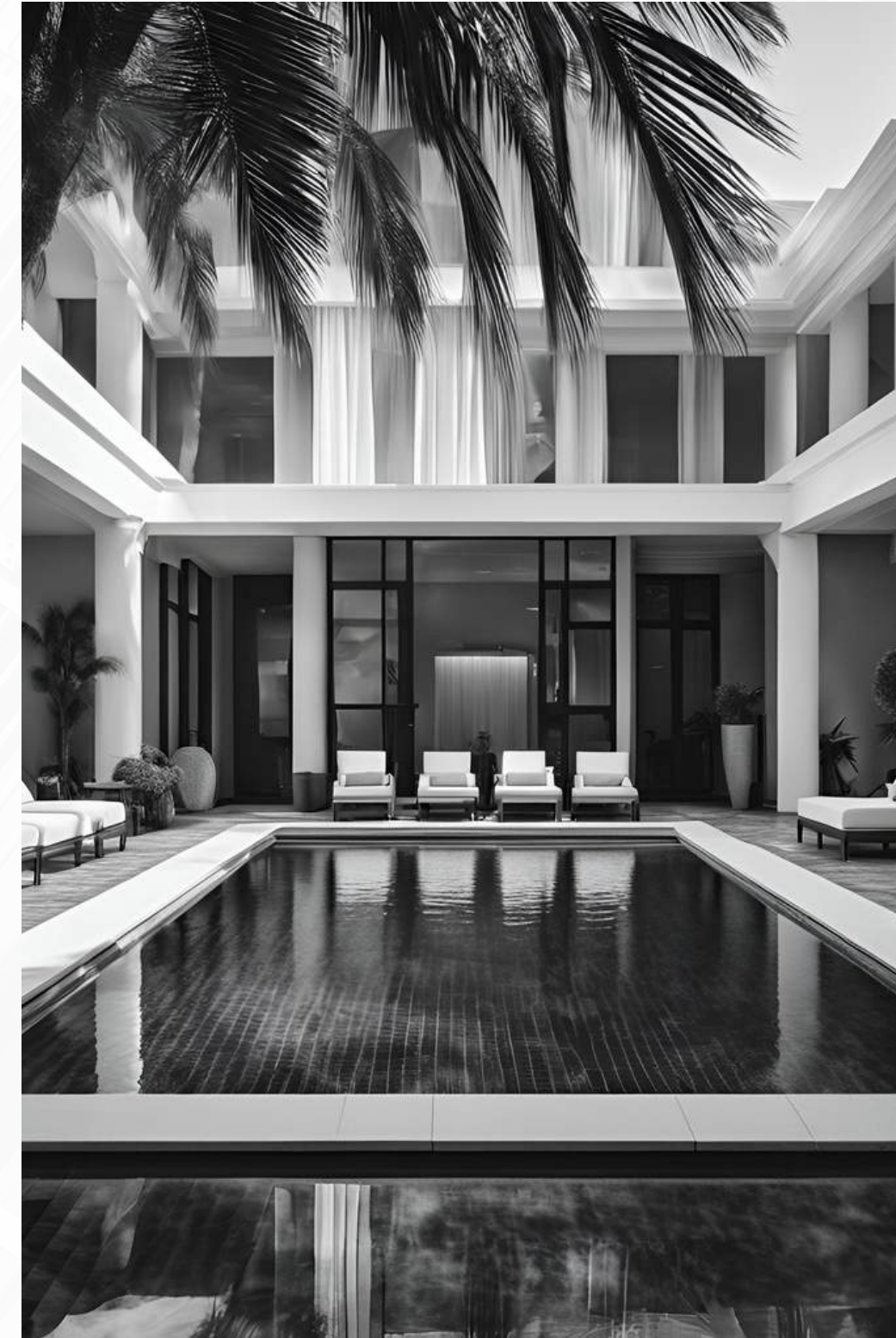
The shift in consumer focus towards social media platforms has led to **more people making purchasing decisions online**. This trend has been evident in recent years. Companies that have not embraced this change have experienced a decline in market share, online visibility, and customer base, while those that have embraced online marketing have seen a gradual increase in sales.

After making this observation, **we launched "A One-stop Hub** for Creative Digital Solutions for Businesses" to assist entrepreneurs in navigating the digital age.

# KNOW MORE ABOUT OUR COMPANY

Afro Pac Media is committed to helping entrepreneurs enhance brand visibility and drive sales.

By specializing in the **hospitality, fashion, consumer electronics, and eCommerce sectors**, we utilize content creation, digital design, and strategic digital marketing to deliver tailored solutions that meet our clients' unique needs and assist them in achieving their objectives.



# ABOUT

## COMPANY VISION

To become the foremost digital marketing agency in Uganda, renowned for driving transformative growth and delivering measurable results for businesses.



# ABOUT

## COMPANY MISSION

To provide unmatched digital marketing services that empower businesses to achieve their financial goals, enhance brand recognition, and experience significant growth.

We strive to be the leading digital marketing agency in Uganda, making a positive impact on businesses through innovative and effective strategies.



# CORE VALUES

- **Innovation:** We thrive on creativity and innovative thinking to provide cutting-edge solutions that drive growth.
- **Empowerment:** We empower business owners by equipping them with the tools and strategies to achieve their financial goals.
- **Excellence:** We are committed to delivering high-quality services that exceed expectations and yield tangible results.
- **Partnership:** We view our clients as partners, fostering collaboration and open communication to achieve mutual success.
- **Impact:** We measure our success by the positive impact we make on our clients' businesses and the industry.

# MESSAGE FROM OUR FOUNDER

Dear Valued Clients and Partners,

Welcome to Afro Pac Media! We understand your challenges with brand awareness and sales generation. Our team crafts innovative strategies tailored to your needs, turning obstacles into opportunities. We're committed to being your growth partner, transforming your business aspirations into reality.

Thank you for considering Afro Pac Media. With our holistic approach, we ensure every aspect of your digital presence drives results. Together, we will create a future where your business thrives.

Warm regards,

Shafik W Mugerwa  
Founder, Afro Pac Media



# OUR CORE SERVICES



## Content Creation

Our expert team produces engaging and high-quality content that captures your audience's attention. From compelling blog posts to eye-catching visuals, we ensure your brand message is delivered effectively.

## Digital Design

We provide innovative digital design solutions that elevate your brand's visual identity. Our services include logo design, website design, graphics, and more, all crafted to create a lasting impression.

## Digital Marketing & Sales

We develop and implement comprehensive digital marketing strategies that boost your online presence and drive sales. Our services encompass social media marketing, SEO, email marketing, and paid ads, tailored to meet your business objectives.



# OUR COMPANY FOCUS



Our focus is on empowering businesses to **achieve remarkable growth and success** through innovative digital solutions. We specialize in enhancing brand visibility, driving sales, and creating lasting impressions in the **hospitality, fashion, consumer electronics, and eCommerce sectors**.

By integrating content creation, digital design, and digital marketing & sales, we offer **tailored strategies that meet the unique needs and goals of each client**. Our commitment is to deliver exceptional service, leveraging modern technologies to help businesses thrive in an ever-evolving digital landscape.



# INCOME DATA

## YEARLY REVENUE GROWTH

Afro Pac Media has achieved a consistent yearly revenue **growth of 18%** over the past three years, reflecting our increasing market presence and client satisfaction.

## CLIENT ACQUISITION

We have successfully **onboarded 10+** new clients, expanding our portfolio and showcasing our expertise in digital marketing, design, and content creation across various industries.

## SERVICE DIVERSIFICATION

Our diverse service offerings have contributed to a balanced revenue stream, with **40% from digital marketing, 35% from content creation, and 25% from digital design services**. This diversification ensures stability and continuous growth.

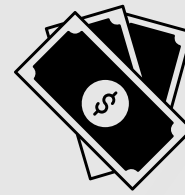
# OUR UNIQUE SYSTEMS

**Each system combines cutting-edge digital strategies, innovative design, and targeted content creation** that help businesses struggling with low brand awareness and sales achieve remarkable growth without huge marketing budgets.



## Brand Launcher

Designed to **establish a strong online presence** for new businesses, the Brand Launcher combines expert content creation, innovative digital design, and strategic digital marketing. This package ensures your brand captures the attention of your target audience from the start, setting the stage



## Profit Generator

Designed to **boost sales and profitability**, the Profit Generator leverages comprehensive content creation, cutting-edge digital design, and targeted digital marketing. This package drives traffic, engages customers, and converts leads into sales, maximizing your return on investment.



## Enterprise Scaler

Designed to support **rapid growth and market dominance**, the Enterprise Scaler integrates advanced content creation, sophisticated digital design, and expansive digital marketing. This package enhances brand recognition and solidifies your market position, ensuring your business thrives in a competitive landscape.



## WHY CHOOSE US?

- **Expertise:** Our team of experienced professionals is passionate about creativity and innovation.
- **Quality:** We focus on delivering high-quality work that meets and exceeds business objectives.
- **Partnership:** We build long-term relationships with our clients, helping them succeed and grow.
- **Comprehensive Solutions:** We are your one-stop shop for creative marketing solutions, offering a wide range of services tailored to your needs.



# CLIENTS WE'VE PARTNERED WITH



# MEET OUR **TEAM LEADS**



**Mugerwa Wilson**  
Head of Digital Marketing



**Muwanguzi Solomon**  
Head of Digital Design



**Jjemba Karim**  
Head of Cinematography



# SUCCESS STORIES



Eros Hospitality Limited likes how Afro Pac Media is a one-stop shop for all digital marketing and design needs



CEO - EROS HOSPITALITY LTD



We have for over years worked with Afro Pac Media regarding our digital media strategy development and implementation. During this period, our sales and revenue grew exponentially attracting & retaining new clients



CEO - NYUNGU YAMAWE FOREST PARK



Attention to customers pain points is what sets them apart from many similar service providers in the industry. In times that money is hard to make, value for money is key and time to time again they provided that value



CEO - BLU MONKEY STUDIO

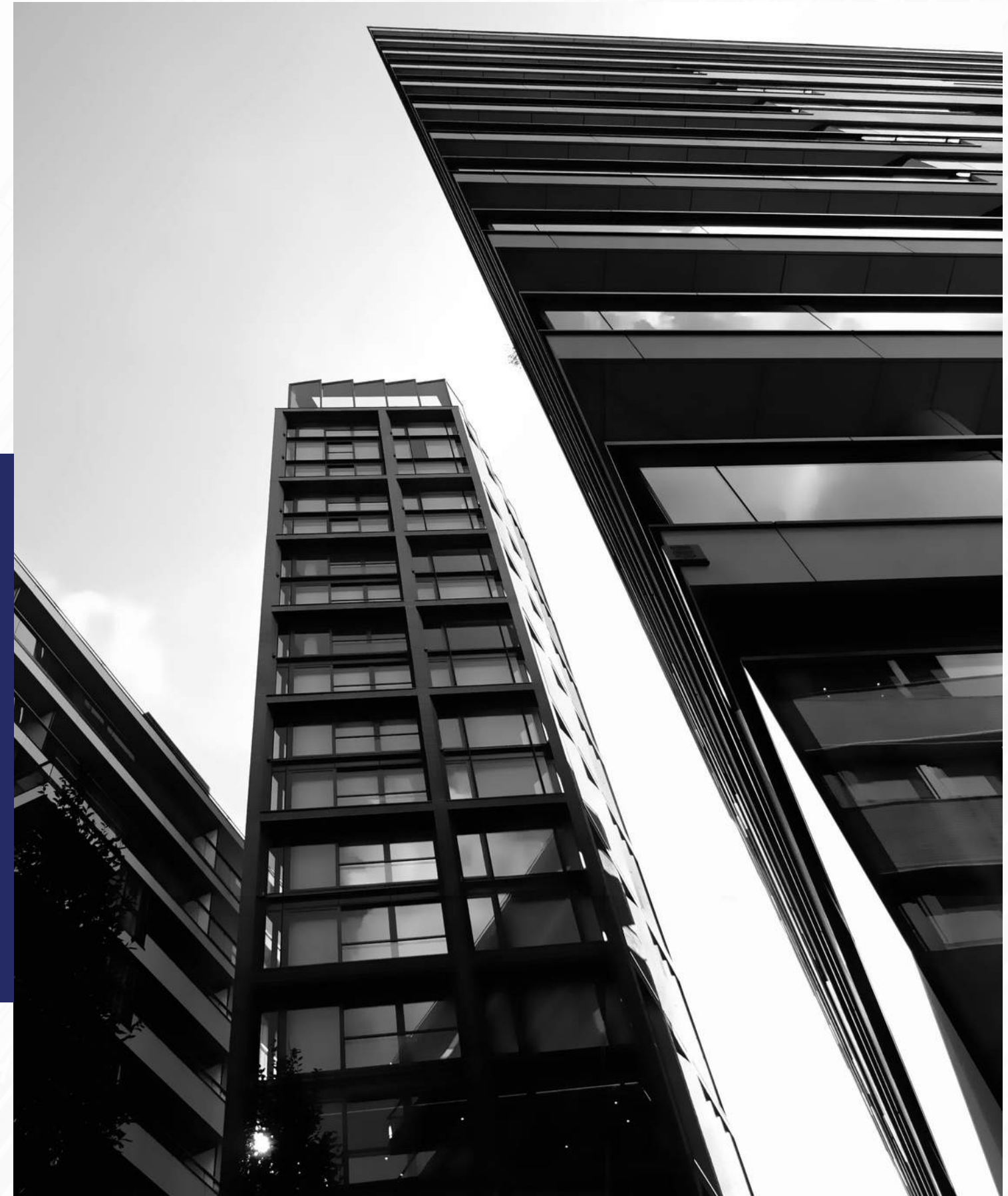
# READY TO ELEVATE YOUR BUSINESS? GET IN TOUCH

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Address : Kigo Road, Central Region, Uganda





# THANK YOU

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Join the ranks of successful businesses that have chosen Afro Pac Media as their trusted digital partner.  
**Let's make your vision a reality!**

